

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

And:

Midwest Communications
 49 South grant Avenue
 Columbus, OH 43215

| | | |
|---|---|--|
| Contract / Revision 824420 / | | Alt Order # |
| Product Candidate B, Gen Elec End | | |
| Contract Dates 09/24/12 - 10/07/12 | | Estimate # 440 |
| Advertiser Ohio House Republican Organizational Com | | Original Date / Revision 09/21/12 / 09/21/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WUAB | Account Executive House WOIO/WUAB | Sales Office Cleveland Local |
| Special Handling | | |
| Demographic Adults 25-54 | | |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|-------|-------------------|-----------------|--------------------------|----------------|------|--------|-------------------|-------------|------|-----------|-------------------|
| N 1 | WUAB | 09/29/12 | 10/06/12 | Sat Prime | 8-10p | | :30 | | | NM | 2 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | -----S- | | | | 1 | \$250.00 | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S- | | | | 1 | \$250.00 | | | |
| N 2 | WUAB | 09/30/12 | 10/07/12 | Sun Prime | 8-10p | | :30 | | | NM | 2 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | -----S | | | | 1 | \$300.00 | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | | | 1 | \$300.00 | | | |
| N 3 | WUAB | 09/24/12 | 10/07/12 | Late News M-Su | 10-11p | | :30 | | | NM | 14 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | MTWTFSS | | | | 7 | \$200.00 | | | |
| | Week: | 10/01/12 | 10/07/12 | MTWTFSS | | | | 7 | \$200.00 | | | |
| N 4 | WUAB | 09/24/12 | 10/05/12 | M-F 19 Action News at 7a | 7-8a | | :30 | | | NM | 10 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | MTWTF-- | | | | 5 | \$45.00 | | | |
| | Week: | 10/01/12 | 10/07/12 | MTWTF-- | | | | 5 | \$45.00 | | | |
| N 5 | WUAB | 09/24/12 | 10/05/12 | M-F 730-8p | 730-8p | | :30 | | | NM | 6 | \$1,950.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | MTWTF-- | | | | 3 | \$325.00 | | | |
| | Week: | 10/01/12 | 10/07/12 | MTWTF-- | | | | 3 | \$325.00 | | | |
| N 6 | WUAB | 09/24/12 | 10/05/12 | M-F 11-1130p | 11p-1130p | | :30 | | | NM | 6 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| | Week: | 09/24/12 | 09/30/12 | MTWTF-- | | | | 3 | \$150.00 | | | |
| | Week: | 10/01/12 | 10/07/12 | MTWTF-- | | | | 3 | \$150.00 | | | |
| Totals | | | | | | | | | | | 40 | \$7,200.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|-------------------|-------------------|
| 08/27/12 - 09/30/12 | 20 | \$3,600.00 | \$3,060.00 |
| 10/01/12 - 10/07/12 | 20 | \$3,600.00 | \$3,060.00 |
| Totals | 40 | \$7,200.00 | \$6,120.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 824420 / | |

| Contract Dates | Product | Estimate # |
|---------------------|-----------------------|------------|
| 09/24/12 - 10/07/12 | Candidate B, Gen Elec | 440 |

| Advertiser | Original Date / Revision |
|-------------------------|--------------------------|
| Ohio House Republican C | 09/21/12 / 09/21/12 |

Signature: _____ Date: _____

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Client: Ohio House Republican Organizational Comm., 2012
 Product:
 Campaign: Gen Elec End, Candidate B

Station Order

Midwest Communications & Media
 7720 Benson Road
 Carroll, OH 43112
 614/440-4449

Rev #: 0

Flight From: 09/17/2012 to 11/05/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Bob Clegg
 Sweeps: Share Nov 2010 -> HUT/PUT Nov 10

Market: CLEVELAND-AKRON (CANTON)
 Station: WUAB
 Station Contact: Renee Morley

Actg. Order No.: 440
 WS Order No.: 10560
 Contract No.:

| Item# | Days/ Times | DP/ Len | Program Title/ Comml Tag | Station Gross Rate/ Total | Sep 24 | Oct 01 | Total Spots | DMA HH (R) | DMA P 55+ (R) | DMA P 25-54 (R) |
|-------|--------------------------|------------|-----------------------------|---------------------------------|------------|-----------|----------------|------------------|---------------------|-----------------------|
| 2 | MTWTFSS 10:00P-11:00P | LN | 10 OCLOCK NEWS | \$200.00 \$2,800.00 | 7 | 7 | 14 | 1.5 \$133.33 | 1.4 \$142.86 | 0.8 \$250.00 |
| 3 | MTWTF-- 07:00A-08:00A | EM | ACTION NEWS | \$45.00 \$450.00 | 5 | 5 | 10 | 0.2 \$225.00 | 0.1 \$450.00 | 0.1 \$450.00 |
| 5 | MTWTF-- 07:30P-08:00P | PA | 2 1/2 MEN | \$325.00 \$1,950.00 | 3 | 3 | 6 | 3.9 \$83.33 | 2.8 \$116.07 | 2.4 \$135.42 |
| 6 | MTWTF-- 11:00P-11:30P | LF | 30 ROCK | \$150.00 \$900.00 | 3 | 3 | 6 | 1.5 \$100.00 | 0.8 \$187.50 | 1.0 \$150.00 |
| 8 | ---S- 08:00P-10:00P | PT | 8 O'CLOCK MOVI | \$250.00 \$500.00 | 1 | 1 | 2 | 0.9 \$277.78 | 0.8 \$312.50 | 0.7 \$357.14 |
| 10 | ---S- 08:00P-10:00P | PT | LAW & ORDER | \$300.00 \$600.00 | 1 | 1 | 2 | 1.6 \$187.50 | 0.9 \$333.33 | 0.7 \$428.57 |
| | | | | | \$7,200.00 | 20 | 20 | 40 | | |

30.2
 30.2

| Monthly Totals | | | | |
|----------------|-------|----------|--------------------------|--------------------------|
| Month | Spots | GRP/GRIs | Station Gross Dollars | Station Gross CPP/CPM |
| Sep | 20 | 30.2 | \$3,600.00 | \$119.21 |
| Oct | 20 | 30.2 | \$3,600.00 | \$119.21 |
| | 40 | 60.4 | \$7,200.00 | \$119.21 |

Comments

Campaign Remarks:
 Paid for by:

Ohio House Republican Organizational Committee

By: _____